

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions and listings of claims in the application:

1. (Currently Amended) A method for providing redeemable purchasing incentives to customers, comprising:
 - displaying to a user of a first ~~user~~ computer, a banner advertisement related to a purchasing incentive;
 - in response to and in association with the display of the banner advertisement, receiving from the user through the first ~~user~~ computer an identifier associated with a second ~~user~~ computer;
 - in response to the receipt of the identifier, formatting a coupon according to a specification of the second computer and transmitting ~~[[a]] the~~ coupon to the second computer; and
 - displaying the coupon on the second computer, whereby the coupon can be redeemed directly through its display on the second computer.
2. (Previously Presented) The method of claim 1, wherein the transmitting further includes transmitting the coupon to the second computer, provided the second computer has received less than a predetermined number of coupons.
3. (Previously Presented) The method of claim 1, where the displaying further comprises displaying a subset of information associated with the coupon to accommodate display characteristics of the second computer.
- 4 - 6. (Canceled)

7. (Previously Presented) The method of claim 1, wherein the transmitting of the coupon to the second computer further comprises transmitting the coupon to a display.
8. (Original) The method of claim 7, wherein the display is associated with a wireless telephone.
9. (Currently Amended) A computer-readable medium containing instructions for controlling a computer to perform a method for providing redeemable purchasing incentives to customers, comprising:
 - displaying to a user of a first ~~user~~ computer, a banner advertisement related to a purchasing incentive;
 - in response to and in association with the display of the banner advertisement, receiving from the user through the first ~~user~~ computer an identifier associated with a second ~~user~~ computer;
 - in response to the receipt of the identifier, formatting a coupon according to a specification of the second computer and transmitting [[a]] the coupon to the second computer; and
 - displaying the coupon on the second computer, whereby the coupon can be redeemed directly through its display on the second computer.
10. (Previously Presented) The computer-readable medium of claim 9, wherein the transmitting further includes transmitting the coupon to the second computer, provided the second computer has received less than a predetermined number of coupons.

11. (Previously Presented) The computer-readable medium of claim 9, where the displaying further comprises displaying a subset of information associated with the coupon to accommodate display characteristics of the second computer.
12. (Currently Amended) A system for providing redeemable purchasing incentives to customers, comprising:
 - a web server programmed to transmit a banner advertisement related to a purchasing incentive to a first ~~user~~ computer over a network and programmed to receive an identifier that is associated with a second ~~user~~ computer from a user of the first ~~user~~ computer; and
 - an ad server programmed to:
 - receive the identifier from the web server, ~~and programmed to~~
 - format a coupon according to a specification of the second computer, and
 - transmit ~~[[a]]~~ the coupon to the second computer.
13. (Previously Presented) The system of claim 12, wherein the web server is further programmed to receive the banner advertisement from the ad server and subsequently transmit the banner advertisement.
14. (Previously Presented) The system of claim 12, wherein the coupon transmitted to the second computer comprises a coupon that can be redeemed directly through its display on the second computer.
15. (New) The method of claim 1, wherein formatting the coupon comprises formatting the coupon as a text message or an e-mail message.

16. (New) The computer-readable medium of claim 9, wherein formatting the coupon comprises formatting the coupon as a text message or an e-mail message.
17. (New) The system of claim 12, wherein the ad server is further programmed to format the coupon as a text message or an e-mail message.
18. (New) The method of claim 1, further comprising identifying a wireless carrier of the user by comparing at least a portion of the identifier to one or more database records.
19. (New) The computer-readable medium of claim 9, the method further comprising identifying a wireless carrier of the user by comparing at least a portion of the identifier to one or more database records.
20. (New) The system of claim 12, wherein the ad server is further programmed to identify a wireless carrier of the user by comparing at least a portion of the identifier to one or more database records.
21. (New) A method for providing redeemable purchasing incentives to customers, comprising:
 - transmitting a banner advertisement to a first computer;
 - receiving, from a user of the first computer, an identifier associated with a second computer;
 - formatting a coupon according to a specification of the second computer;
 - and
 - transmitting the coupon to the second computer, wherein the coupon is redeemable directly through its display on the second computer.